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Appl. No. 10/610,952  
Docket No. 8362D  
Amdt. dated October 20, 2006  
Reply to Office Action mailed on May 22, 2006  
Customer No. 27752

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-28. Cancelled.

29 (new). A merchandise display system comprising:

a first package of absorbent articles for newborns, infants, or toddlers, said first package comprising:

a first indicia illustrating a first absorbent article on a first wearer on said first package;

a second package of absorbent articles for newborns, infants, or toddlers, said second package comprising:

a second indicia illustrating a second absorbent article on a second wearer on said second package; and

wherein said first and second absorbent articles comprise different absorbent article configurations.

30 (new). The merchandise display system according to claim 29, wherein said first absorbent article configuration comprises an umbilical chord notch.

31 (new). The merchandise display system according to claim 29, wherein said first absorbent article configuration comprises a feature which provides for a blanket-like feel of said first absorbent article.

32 (new). The merchandise display system according to claim 29, wherein said first absorbent article configuration comprises a feature for enabling said first absorbent article to better conform to said first wearer.

33 (new). The merchandise display system according to claim 29, wherein said first absorbent article configuration comprises a feature for enabling freedom of movement of said first wearer.

34 (new). The merchandise display system according to claim 29, wherein said first absorbent article configuration comprises a narrow crotch region.

35 (new). The merchandise display system according to claim 29, wherein said first absorbent article configuration comprises flexible fasteners.

36 (new). The merchandise display system according to claim 29, wherein said first absorbent article configuration comprises high stretch sides.

37 (new). The merchandise display system according to claim 29, wherein said first absorbent article configuration comprises a feature for indicating wetness of said first absorbent article.

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- 38 (new). The merchandise display system according to claim 30, wherein said second absorbent article configuration comprises a feature which provides for a blanket-like feel of said second absorbent article.
- 39 (new). The merchandise display system according to claim 31, wherein said second absorbent article configuration comprises a feature for enabling said second absorbent article to better conform to said second wearer.
- 40 (new). The merchandise display system according to claim 31, wherein said second absorbent article configuration comprises a feature for enabling freedom of movement of said second wearer.
- 41 (new). The merchandise display system according to claim 31, wherein said second absorbent article configuration comprises a narrow crotch region.
- 42 (new). The merchandise display system according to claim 35, wherein said second absorbent article configuration comprises flexible fasteners.
- 43 (new). The merchandise display system according to claim 35, wherein said second absorbent article configuration comprises high stretch sides.
- 44 (new). The merchandise display system according to claim 36, wherein said second absorbent article configuration comprises a feature for indicating wetness of said second absorbent article.
- 45 (new). The merchandise display system according to claim 29, wherein said first and second absorbent article configurations comprise different graphics.
- 46 (new). The merchandise display system according to claim 29, further comprising a third package of absorbent articles for newborns, infants, or toddlers, said third package comprising:  
a third indicia illustrating a third absorbent article on a third wearer on said third package; and  
wherein said third absorbent article comprises a different chassis than said first and second absorbent articles.
- 47 (new). The merchandise display system according to claim 46, wherein said third absorbent article chassis is a pull-on chassis.
- 48 (new). The merchandise display system according to claim 47, wherein said third absorbent article comprises an underwear-like configuration.
- 49 (new). The merchandise display system of claim 29, wherein said first wearer is rolling, and wherein said second wearer is sitting.
- 50 (new). The merchandise display system of claim 29, wherein said first wearer is sitting, and wherein said second wearer is crawling.
- 51 (new). The merchandise display system of claim 29, wherein said first wearer is crawling, and wherein said second wearer is sitting.

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- 52 (new). The merchandise display system of claim 29, wherein said first wearer is sitting, and wherein said second wearer is standing.
- 53 (new). The merchandise display system of claim 46, wherein said first and second absorbent articles chassis are tape-style.
- 54 (new). The merchandise display system of claim 29, wherein said first and second absorbent articles have different product names associated with said different configurations.
- 55 (new). The merchandise display system of claim 29, wherein said first package comprises a first size range, and wherein said second package comprises a second size range, wherein said first and second size ranges overlap, at least in part.
- 56 (new). The merchandise display system of claim 55, wherein said first and second size ranges are weight ranges.
- 57 (new). A merchandise display system comprising:  
a first package of absorbent articles for newborns, infants, or toddlers, said first package comprising:  
a first indicia illustrating a first absorbent article on a first wearer on said first package;  
a second indicia illustrating a first absorbent article configuration;  
a second package of absorbent articles for newborns, infants, or toddlers, said second package comprising:  
a third indicia illustrating a second absorbent article on a second wearer on said second package;  
and  
a fourth indicia illustrating a second absorbent article configuration.
- 58 (new). The merchandise display system according to claim 57, wherein said first absorbent article configuration comprises an umbilical chord notch.
- 59 (new). The merchandise display system according to claim 57, wherein said first absorbent article configuration comprises a feature which provides for a blanket-like feel of said first absorbent article.
- 60 (new). The merchandise display system according to claim 57, wherein said first absorbent article configuration comprises a feature for enabling said first absorbent article to better conform to said first wearer.
- 61 (new). The merchandise display system according to claim 57, wherein said first absorbent article configuration comprises a feature for enabling freedom of movement of said first wearer.
- 62 (new). The merchandise display system according to claim 57, wherein said first absorbent article configuration comprises a narrow crotch region.

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- 63 (new). The merchandise display system according to claim 57, wherein said first absorbent article configuration comprises flexible fasteners.
- 64 (new). The merchandise display system according to claim 57, wherein said first absorbent article configuration comprises high stretch sides.
- 65 (new). The merchandise display system according to claim 57, wherein said first absorbent article configuration comprises a feature for indicating wetness of said first absorbent article.
- 66 (new). The merchandise display system according to claim 58, wherein said second absorbent article configuration comprises a feature which provides for a blanket-like feel of said second absorbent article.
- 67 (new). The merchandise display system according to claim 59, wherein said second absorbent article configuration comprises a feature for enabling said second absorbent article to better conform to said second wearer.
- 68 (new). The merchandise display system according to claim 59, wherein said second absorbent article configuration comprises a feature for enabling freedom of movement of said second wearer.
- 69 (new). The merchandise display system according to claim 59, wherein said second absorbent article configuration comprises a narrow crotch region.
- 70 (new). The merchandise display system according to claim 63, wherein said second absorbent article configuration comprises flexible fasteners.
- 71 (new). The merchandise display system according to claim 63, wherein said second absorbent article configuration comprises high stretch sides.
- 72 (new). The merchandise display system according to claim 64, wherein said second absorbent article configuration comprises a feature for indicating wetness of said second absorbent article.
- 73 (new). The merchandise display system according to claim 57, wherein said first and second absorbent article configurations comprise different graphics.
- 74 (new). The merchandise display system according to claim 57, further comprising a third package of absorbent articles for newborns, infants, or toddlers, said third package comprising:  
a third indicia illustrating a third absorbent article on a third wearer on said third package; and  
wherein said third absorbent article comprises a different chassis than said first and second absorbent articles.
- 75 (new). The merchandise display system according to claim 74, wherein said third absorbent article chassis is a pull-on chassis.
- 76 (new). The merchandise display system according to claim 75, wherein said third absorbent article comprises an underwear-like configuration.

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77 (new). The merchandise display system of claim 57, wherein said first wearer is rolling, and wherein said second wearer is sitting.

78 (new). The merchandise display system of claim 57, wherein said first wearer is sitting, and wherein said second wearer is crawling.

79 (new). The merchandise display system of claim 57, wherein said first wearer is crawling, and wherein said second wearer is sitting.

80 (new). The merchandise display system of claim 57, wherein said first wearer is sitting, and wherein said second wearer is standing.

81 (new). The merchandise display system of claim 74, wherein said first and second absorbent articles chassis are tape-style.

82 (new). The merchandise display system of claim 57, wherein said first and second absorbent articles have different product names associated with said different configurations.

83 (new). The merchandise display system of claim 57, wherein said first package comprises a first size range, and wherein said second package comprises a second size range, wherein said first and second size ranges overlap, at least in part.

84 (new). The merchandise display system of claim 83, wherein said first and second size ranges are weight ranges.